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E.O. 11652:N/A

TAGS:OEXC

SUBJECT: MULTI-REGIONAL PROJECT FOR WOMEN IN THE

BROADCAST INDUSTRY

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REF: A-1218, FEBRUARY 24, 1975

1. PERIOD OF PROJECT: APRIL 29 - JUNE 7, 1976.

2. PROJECT DESCRIPTION: THIS 40-DAY PROJECT IS JOINTLY SPONSORED BY THE DEPARTMENT AND THE EDUCATIONAL FOUNDATION OF THE AMERICAN WOMEN IN RADIO AND TELEVISION (AWRT), A NATIONAL NON-PROFIT PROFESSIONAL ORGANIZATION OF WOMEN BROADCASTERS, EXECUTIVES, ADMINISTRATORS, AND CREATIVE PERSONNEL IN RADIO AND TELEVISION ESTABLISHED IN 1951 TO PROVIDE A MEDIUM FOR COMMUNICATION AND EXCHANGE OF IDEAS. THE PROJECT IS DESIGNED TO GIVE FOREIGN WOMEN BROADCASTERS AN OPPORTUNITY TO STUDY AND OBSERVE AMERICAN BROADCASTING SYSTEMS AND TECHNIQUES, AS WELL AS A COMPREHENSIVE VIEW OF AMERICAN LIFE AND CULTURE. THE PARTICIPANTS WILL BE ABLE TO CONSULT WITH AND EXCHANGE IDEAS WITH AMERICAN WOMEN HAVING SIMILAR PROFESSIONAL INTERESTS AND WITH THEIR COLLEAGUES FROM OTHER COUNTRIES. EMPHASIS IS PLACED ON THE ROLE OF WOMEN IN BROADCASTING.

THE PROGRAM INCLUDES VISITS TO EDUCATIONAL, COMMERCIAL AND GOVERNMENTAL RADIO AND TELEVISION CENTERS IN VARIOUS PARTS OF THE UNITED STATES, AS WELL AS MEETINGS WITH OUTSTANDING FIGURES IN THE MEDIA.

DURING THEIR TRAVEL THROUGHOUT THE UNITED STATES, THE GRANTEES WILL BE GUESTS OF LOCAL AWRT CHAPTERS AND WILL BE INVITED TO A NUMBER OF CULTURAL AND SOCIAL EVENTS. THEY WILL BE PROGRAMMED AS A GROUP IN WASHINGTON, D. C., NEW YORK AND LOS ANGELES, BUT WILL TRAVEL INDIVIDUALLY TO A NUMBER OF OTHER CITIES WHERE EACH WILL HAVE A PROGRAM ARRANGED IN ACCORDANCE WITH HER PARTICULAR NEEDS AND INTERESTS. IN ADDITION, EACH GRANTEE WILL HAVE APPROXIMATELY A ONE-WEEK IN-DEPTH WORK-RELATED EXPERIENCE. THE PROGRAM WILL INCLUDE PARTICIPATION IN THE AWRT ANNUAL NATIONAL CONVENTION WHICH WILL BE HELD IN PHILADELPHIA, MAY 5 TO 9, 1976. EACH GRANTEE SHOULD EXPECT TO GIVE INTERVIEWS AND PARTICIPATE IN DISCUSSIONS AND SHOULD, THEREFORE, BE WELL INFORMED ABOUT RADIO AND TELEVISION IN HER COUNTRY AND HER COUNTRY'S

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CULTURE.

3. QUALIFICATIONS: CANDIDATES SHOULD BE WOMEN WHO ARE PRESENTLY EMPLOYED IN THE RADIO OR TELEVISION INDUSTRY. THEY MUST HAVE HAD PROFESSIONAL EXPERIENCE AND SHOW POTENTIAL FOR ADVANCEMENT TO TOP POSITIONS IN THE INDUSTRY. NOMINEES SHOULD PREFERABLY BE BETWEEN 25 AND 45 YEARS OF AGE. THEY SHOULD HAVE A GOOD KNOWLEDGE OF

ENGLISH WITH THE ABILITY TO BE UNDERSTOOD EASILY IN BOTH CONVERSATION AND IN BROADCASTING, AND SHOULD BE ABLE TO TRAVEL INDEPENDENTLY WITHIN THE UNITED STATES. BIODATA SHOULD INCLUDE TWO RECENT 3" X 4" GLOSSY PHOTOGRAPHS OF THE CANDIDATE TO BE USED FOR ADVANCE PUBLICITY PURPOSES IN THE CITIES SHE WILL VISIT. IN NOMINATING, POSTS SHOULD ENSURE THAT A GRANT FOR THIS PROJECT IS RELEVANT TO ONE OF THE GROUPS OR INSTITUTIONS IDENTIFIED FOR EMPHASIS IN THE COUNTRY PROGRAM PROPOSAL AND APPROPRIATELY FALLS WITHIN THE PRIORITIES, OR SHOULD JUSTIFY ANY DEVIATION FROM THE CPP.

4. COSTS: GRANT BENEFITS ARE U. S. TRANSPORTATION DOLS 600; INTERNATIONAL TRAVEL ALLOWANCE DOLS 70; PER DIEM (40 DAYS AT DOLS 40) DOLS 1600; BOOKS DOLS 100; TOTAL DOLS 2370; PLUS INTERNATIONAL TRANSPORTATION AND 25 POUNDS RETURN EXCESS BAGGAGE ALLOWANCE. COST OF PER DIEM WILL BE REDUCED SOMEWHAT DEPENDING UPON THE NUMBER OF GRANTEES AS THE AWRT CONTRIBUTES SOME FUNDS TOWARD

PAYMENT OF THIS ITEM. GRANTS WILL BE CHARGED TO POSTS' IV ALLOCATIONS. FOR AFRICAN POSTS: GRANTS WILL BE CHARGED TO POSTS' ALLOCATIONS OF IV "SLOTS".

5. ACTION REQUESTED: POSTS WISHING TO NOMINATE FOR THIS PROJECT SHOULD SO INFORM THE DEPARTMENT BY FEBRUARY 13, 1976 AND SEND NOMINATIONS WITH COMPLETE BIODATA BY FEBRUARY 27, 1976. KISSINGER

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